



WE'RE GIVING AWAY

A CHANCE TO WIN A

\$500,000 NEW HOME

AND OTHER AMAZING PRIZES!

Participate
in our exciting
FIRST TIME EVER
program, and you
too can win!



AvocadosFromMexico.com/Shopper

GET READY FOR AFM TO GUAC THE HOUSE!

This Fall, **Avocados From Mexico** is going to Guac the House! We are motivating shoppers to purchase fresh avocados for a chance to **win a BRAND-NEW HOME worth \$500,000 plus \$150,000 in other prizes!**



INSIGHTS & OPPORTUNITIES



Over 70% of people are focusing and spending on their homes and home improvement projects during the Covid Pandemic, a recent survey reports.¹



Get noticed and keep avocados top-of-mind while inspiring shoppers with our home improvement themed displays!

SECONDARY PRIZES

\$100,000 in secondary prizes focused on home improvements

- ✓ Kitchen Makeover
- ✓ Backyard Upgrade
- ✓ Home Entertainment Package
- ✓ Ultimate Home Office

OTHER PRIZES

\$50,000 in other prizes focused on home improvements

- ✓ Home Improvement Gift Cards
- ✓ Kitchen/Laundry Appliances



In addition to our custom dress-up kit including Farmers Market Bins with promotional headers, floortalk, in-store signage and coupons—we'll support the program with social, digital and PR efforts!

Source 1. Market Watch: <https://www.marketwatch.com/story/home-improvement-projects-are-underway-during-covid-19-with-millennials-spending-the-most-says-bank-of-america-2020-06-24>

Contact your Regional Director for details.



FALL SEASON

OCT 11 – DEC 27, 2020

In-Store Date: Oct 11 | Participate multiple times with displays beginning from Oct – Dec*

Take advantage of our 360° support with Guac the House, to help boost sales throughout the entire fall season.

INSIGHTS & OPPORTUNITIES



74% of shoppers would buy more avocados if they saw secondary displays.¹



Inspire more spontaneous purchases with our unique displays that will stand out in the produce section.

EXCITING TRAFFIC DRIVERS

SAVINGS

IRC COUPON TEARPAD
SAVE \$0.75 when you buy three (3) Avocados From Mexico

SWEEPSTAKES

Shoppers scan a QR code for a chance to **WIN A \$500,000 NEW HOME** and other prizes



DIGITAL ENGAGEMENT

SOCIAL MEDIA ACTIVATION

Paid social posts using #GuacTheHouse

Program landing page



IN-STORE ACTIVATION



11" X 7" SIGN



FLOORTALK



UNIQUE SIGN

FARMERS MARKET BINS

(Left to Right)

SMALL BIN WITH PROMOTIONAL HEADER
200 coupons per kit

LARGE BIN WITH PROMOTIONAL HEADER
200 coupons per kit

PALLET BIN WITH PROMOTIONAL HEADER
400 coupons per kit



*while supplies last

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Source 1. AFM calculation based on data reported by Nielsen Retail Index Service for Whole Avocado Category for the 1-week period ending 2/2/19, Total US xAOC market. (©The Nielsen Company)

Contact your Regional Director for details.

All program elements are subject to change.



NATIONAL VOLUME INCENTIVE PROGRAM

EARN UP TO \$15,000

by participating in AFM's National Volume Incentive Program*

FALL DATES:
OCT 1 – DEC 10,
2020

**Contact your
Regional Director
to participate**

*Retailers are placed
in one of two Tiers:
Tier 1 = 65+ locations
Tier 2 = 64 or less

INCENTIVE 1

Increase volume by **10%**
vs the prior year
and receive
a check for

\$3,000

INCENTIVE 2

Increase volume by **15%**
vs the prior year
and receive a check
for another

\$2,000

INCENTIVE 3

Be the top volume
growth account in
your Tier* group and
receive a check for
an additional

\$10,000

HOW TO PARTICIPATE

1. Choose a two-week window within the designated time period provided.
2. Inform your Regional Director at least four weeks prior of your selected two-week window if you intend to participate.
3. At the time of entry, provide your Regional Director with a system-generated report of your prior year volume for the same two-week window selected.
4. Provide a system-generated report of your volume increase three weeks following the end of your two-week window.

All final results due by Dec 31, 2020

*Spots are limited, contact your Regional Director to participate. All entrants must sign the AFM promotional agreement form before participating. Reports provided must be official, "system-generated" documentation (no emails or estimations). Winners will be awarded via check.

Set-up,
Snap a Pic
& Redeem
Rewards!



DISPLAY BENEFITS

Claim your cash reward!

SIMPLE STEPS TO ENTER

- 1 Place EASY to build display in produce.
- 2 Fill with Avocados From Mexico.
- 3 Take a pic with mobile device and upload to **GuacTheHouse.com/display**.
- 4 Get rewarded with a \$10 digital gift card!

\$10 gift card

Entries MUST be received no later than Dec 27, 2020.
One entry per store only.

Look inside display kits for participation details, or contact your Regional Director.

Contact your Regional Director for details.

All program elements are subject to change.



ORDER FORM

OCT 11 – DEC 27, 2020

KIT OPTIONS	QTY	SPECIAL INSTRUCTIONS
Farmers Market Small Bin + Promotional Header + POS Kit + IRC Tearpads (200 coupons per kit)		
Farmers Market Large Bin + Promotional Header + POS Kit + IRC Tearpads (200 coupons per kit)		
Farmers Market Pallet Bin + Promotional Header + POS Kit + IRC Tearpads (400 coupons per kit)		

FARMERS MARKET DISPLAY DIMENSIONS AND PALLET CONFIGURATIONS

SMALL BIN WITH HEADER

Assembled Dimensions*

- 21"L x 14.125"W x 30"H
- 21"L x 14.125"W x 42"H with header

Pallet Configuration*

- 51 kits on 48"L x 40"W x 71.938"H
- 51 layers per pallet
- 1 kit per layer

LARGE BIN WITH HEADER

Assembled Dimensions*

- 36"L x 15.0625"W x 30"H
- 36"L x 15.0625"W x 42.3125"H with header

Pallet Configuration*

- 42 kits on 51.25"L x 40"W x 70.625"H
- 42 layers per pallet
- 1 kit per layer

PALLET BIN WITH HEADER

Assembled Dimensions*

- 48"L x 40"W x 30"H
- 48"L x 40"W x 52"H with header

Pallet Configuration*

- 15 kits on 55.13"L x 40"W x 69.69"H
- 15 layers per pallet
- 1 kit per layer

RETAILER & SHIPPING INFORMATION

Must be a physical address; no P.O. boxes. Complete one form per address if shipping to multiple locations. Please allow 1 week for delivery of POS items.

Retailer: _____ Contact: _____

Contact Email: _____

Contact Phone # _____ Contact Fax # _____

Shipping Address: _____

City/State/Zip: _____

Any special delivery instructions we need to be aware of? _____

Delivery Window: _____ Delivery Appointment Needed: _____

Contact your Avocados From Mexico Regional Director for more information.

AvocadosFromMexico.com/Shopper



◆◆◆ ALWAYS IN SEASON ◆◆◆

*Estimated Dimensions

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